

U.S. DEPARTMENT OF STATE
U.S. Embassy Yangon
Notice of Funding Opportunity: Statement of Interest

Funding Opportunity Title: U.S. Embassy Yangon Public Diplomacy Small Grants Competition

Funding Opportunity Number: 25-MMR-NOFO-001

Deadline for Applications: The details can be found in Section D-3. Proposals are accepted on a rolling basis. However, the Public Diplomacy Section recommends that proposals be submitted by April 15, 2025.

CFDA Number: 19.040 – *Public Diplomacy Programs*

Total Amount Available: \$300,000; subject to confirmation of availability of funds

Maximum for Each Award: \$99,999

A. PROGRAM DESCRIPTION

The U.S. Embassy Yangon of the U.S. Department of State announces an open competition for organizations or individuals to submit an application and proposal to carry out a program (or programs) to strengthen the cultural ties and understanding between the U.S. and Myanmar through programs or projects that highlight shared values, promote bilateral cooperation and exchange. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives. Programs or projects are encouraged to use the American Center in Yangon and Jefferson Center in Mandalay as venues. Please carefully follow all instructions below.

Priority Program Areas: Priority will be given to proposals that address one or more of the following program areas:

1. EDUCATION - Programs that provide skill-based and vocational opportunities for Myanmar students and young adults in support of economic empowerment, special priority will be given to proposals that are aimed towards disadvantaged, marginalized, and rural communities . Programs that promote understating of U.S education and culture or that help prepare for study in the United States; the

building of linkages between American and Myanmar private academic & cultural institutions; and training opportunities for Myanmar students or faculty and artists.

2. ENTREPRENEURSHIP - Projects that provide training for small businesses and entrepreneurs, especially programs that are tailored toward disadvantaged or marginalized, or rural communities.

3. MEDIA LITERACY, INDEPENDENT MEDIA & PRESS FREEDOM - Projects that promotes digital & media literacy, support training for independent & citizen journalism, and counter disinformation.

4. ENGLISH LANGUAGE LEARNING – Projects that teach English skills and culture to Myanmar youth and young professionals. Programs for Business English or English for Entrepreneurs.

5.–MYANMAR BILATERAL RELATIONSHIP - Programs that seek to promote a greater understanding of U.S. policies, culture, and society to Myanmar audiences; activities that promote shared values and interests between the American and Myanmar people; and projects that build people-to-people ties.

B. FEDERAL AWARD INFORMATION

Length of performance period: 1 to 12 months.

Number of awards anticipated: Multiple awards (dependent on amounts)

Award amounts: Awards may range from a minimum of **\$5,000** to a maximum of **\$99,999**; most awards are expected to be approximately \$25,000.

Type of Funding: FY25 Smith Mundt Public Diplomacy Funds.

Anticipated programs start date: Depends on the time the proposal is selected and awarded; the latest date is November 30, 2025.

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that bureau/embassy staff are more actively involved in the grant implementation.

Program Performance Period: Proposed programs should be completed in 12 months or less.

(The US Embassy Yangon retains the right to execute non-competitive continuation amendment(s). Any amendment(s) is based on performance, pending availability of funds, and is not guaranteed.)

C. ELIGIBILITY INFORMATION

1. **Eligible Applicants:** The following organizations are eligible to apply. The Public Affairs Section encourages applications from both U.S and foreign organizations of the following types:
 - Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
 - Alumni of USG Exchanges
 - Educational institutions
 - Individuals

2. **Certification Regarding Compliance with applicable Federal anti-discrimination laws**

None of the funds awarded under this agreement may be used for any initiatives or programs, or any activities that do not comply with Executive Order 14173 titled Ending Illegal Discrimination and Restoring Merit-Based Opportunity.

The Recipient shall submit, prior to award or upon request from Grants Officer, a certification that confirms:

- 1.Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;

- 2.It does not operate any programs promoting Diversity, Equity, and Inclusion that violate any applicable Federal anti-discrimination laws.

3. **Cost Sharing or Matching:** Not required.

4. **Other Eligibility Requirements:** In order to be eligible to receive an award, unless otherwise exempt, grant applicants must have a valid registration on www.SAM.gov and a Unique Entity Identifier (UEI) number issued via

www.SAM.gov. The details can be found in Section E-3. Individuals are not required to have a UEI or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Application Process

The Applications will be accepted in the full application. The details of application process can be found below.

2. Content and Form of Application Submission

Please follow all instructions below carefully. Applications that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application must include the following documents in English:

- A brief project description summarizing goals, objectives outcomes, performance indicators, beneficiaries, and proposed timeline.
- A clear statement of the applicant's organizational capacity to carry out the proposed activity and manage U.S. Government funds.
- Monitoring and Evaluation Plan
- The anticipated total budget amount (in U.S. dollars)
- A list of key personnel on the project and brief CVs

Note: It is encouraged to start applying for the UEI number at this stage as the process can take time and it is not possible to continue the next stage without obtaining the UEI number. For details, please check 'required registrations' section.

3. Submission Dates and Times

Submitted applications will be reviewing on a rolling basis, approximately quarterly, until the expiration date of this Notice of Funding Availability.

Generally, the Embassy recommends that applicants submit proposals 3-6 months in advance of the intended project start date. The review of the applications will be

dependent upon the funding availability at the time of submission, those received afterward will be considered for the review in next financial year.

4. Funding Restrictions

Public Diplomacy funded awards: Assistance awards executed under the statutory authorities of the Smith-Mundt Act cannot be issued to for-profit entities. The program statute contains no affirmative authority for an assistance award to a for-profit entity. This restriction applies to for-profit education institutions as well.

5. Other Submission Requirements

All application materials must be submitted by email to RangoonPDGrants@state.gov.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application and proposals will be evaluated and rated on the basis of the evaluation criteria outlined below.

- Embassy priorities: Applicant has clearly described how stated goals are related to and support U.S. Embassy Rangoon's priority areas as described in Section A. Applicant has also clearly identified the American component to be included in the program.
- Organizational capacity and record on previous grants: The organization has expertise in its stated field and demonstrated ability to undertake the program. This includes a financial management system and a bank account.
- Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.
- Goals and objectives: Goals and objectives are clearly stated, specific, and outcomes measurable. The program approach is likely to provide maximum impact in achieving the proposed results.
- Budget: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

- Monitoring and evaluation plan: Applicant demonstrates it can measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.
- Media outreach plan: Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media, if safe to do so. Branding waivers will be granted if safety conditions warrant.
- Sustainability: Program activities will continue to have positive impact after the end of the program.

2. Review and Selection Process

All eligible applications will be reviewed against the criteria listed above. Applications are reviewed individually against the criteria and not against competing applications. The panel may provide conditions and/or recommendations on applications and proposals to enhance the proposed program. Conditions must be addressed, and recommendations should be addressed in a full proposal application.

3. Full Proposals

Following the review, any successful applicants will be contacted and instructed to submit full applications. A full application will include:

- SF-424 (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals)
- SF424A (Budget Information for Non-Construction programs)
- SF424B (Assurances for Non-Construction programs) for individual or organization exempted from registering in SAM.
- PD Small Grants Program Narrative
- PD Small Grants Budget Narrative

The forms can be obtained from the application package.

Required Registrations:

Unique Entity Identifier and System for Award Management (SAM.gov)

Unless otherwise exempt, grant applicants must obtain (except individuals) must obtain www.SAM.gov registration which will generate a UEI, which is free of charge.

Any applicant with an exclusion in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension."

The Unique Entity Identifier (UEI) is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. SAM.gov is the Federal government's primary database for complying with FFATA reporting requirements. OMB designated SAM.gov as the central repository to facilitate applicant and recipient use of a single public website that consolidates data on all federal financial assistance. Under the law, it is mandatory to register in SAM.gov.

The UEI will be assigned when an organization registers or renews its registration in SAM.gov at www.SAM.gov. To access SAM.gov an organization is required to have a Login.gov account. Organization can create an account at <https://login.gov/>. As a reminder, organizations need to renew its sam.gov registration annually.

www.sam.gov requires all entities to renew their registration once a year in order to maintain an active registration status in SAM.gov. It is the responsibility of the applicant to ensure it has an active registration in SAM.gov.

If an organization plans to issue a sub-contract or sub-award, those sub-awardees must also have a unique entity identifier (UEI number). Those entities can register for a UEI only at SAM.gov.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

Administrative and National Policy Requirements

Terms and Conditions: Before submitting the application, applicants should review all the terms and conditions and required certifications which will apply if a full proposal application is requested and awarded, to ensure that they will be able to comply. These include: 2 CFR 200; 2 CFR 600; and the Department of State Standard Terms and Conditions which are available at:

<https://www.state.gov/about-us-office-of-the-procurement-executive/>.

G. FEDERAL AWARDED AGENCY CONTACTS

If you have any questions about the application process, please contact: RangoonPDGrants@state.gov